

Logo Win, Lose, or Draw

After teaching the elements of what goes into a good product, service, or company logo, have your class play *Logo Win, Lose, or Draw*.

- Prepare at least 40 index cards. Each card will have a logo cut out from a newspaper, magazine, or other print source pasted on one side.
- Divide the class into three groups.
- One person from the first team is selected to come and “draw” a logo on the board. He/she selects an index card from the pile and is challenged to draw the logo, so that his/her other teammates can recognize it. The person drawing the logo can only draw the logo – no pictures of the product or service (since the object is to reinforce brand recognition)!!!
- No talking is allowed by the “drawer,” but the drawer’s teammates can blurt guesses as frequently as they like until their 60 second time limit expires.
- If the drawer’s teammates are not able to guess the correct product in the allotted time, the other teams may “steal” the point by guessing correctly.
- Each team member must take a turn drawing!
- Make sure to put some popular but no easy to draw logos in your mix, such as the Gorton’s Fisherman. Nike will be guessed in seconds, but some logos will really challenge the students.
- Following the activity, review the elements of a good logo design. Discuss why some of the logos are so memorable. And, of course, give the winning team a prize!